

Report Date.: 11/20/97 1:34 PM
Request.....: MA97-1
Submitter....: E.Chambers/J.Garman
Request Type: inh
Activity : T00107

Reported By...: CHAMBERS, LIZ
Date Submitted: 10/20/97
Date Received.: 10/20/97
Date Completed: 11/19/97
Approved By...: NOT APPROVED

Description.: MASSACHUSETTS COMPLIANCE - TEST BRANDS MORE THAN 5% MARKET SHARE FOR
MA COMPLIANCE

* DATA HAS NOT HAD FINAL REVIEW/APPROVAL: SUBJECT TO CHANGE *

Test Categories/Tests	MR4B			MRM6B		
	Average	StdDev	N	Average	StdDev	N
Smoke						
FTC Butt Length, mm	26.0			34.0		
MA Tar, mg/cigt	30.8	1.05	20	23.7	0.64	19
MA TPM, mg/cigt.	50.5	1.74	20	36.1	1.17	19
MA Nicotine, mg/cigt.	2.06	0.053	20	1.66	0.059	19
MA Water, mg/cigt.	17.67	0.945	20	10.76	0.599	19
MA Puffs/Cigt.	11.1	0.35	20	10.6	0.32	19
Tar/Puff, mg	2.8			2.2		
pH	5.41	0.025	3	5.39	0.007	3
MA CO, mg/cigt.	27.2	0.80	20	23.4	0.86	19
Filter						
Tipping Paper Length, mm	22.9	0.21	20	31.1	0.17	20
Ventilation, %	13	2.3	99	20	4.0	100
Filler						
Tobacco Weight, g	0.709	0.0021	3	0.672	0.0045	3
MA Nicotine, mg/cigt.	13.44	0.155	3	12.29	0.120	3
Test Categories/Tests	ML6			ML6MB		
	Average	StdDev	N	Average	StdDev	N
Smoke						
FTC Butt Length, mm	34.0			34.0		
MA Tar, mg/cigt	22.9	0.74	20	21.7	0.71	20
MA TPM, mg/cigt.	34.4	1.56	20	31.7	1.65	20
MA Nicotine, mg/cigt.	1.61	0.059	20	1.56	0.081	20
MA Water, mg/cigt.	9.93	0.907	20	8.46	0.960	20
MA Puffs/Cigt.	10.8	0.14	19	10.3	0.32	20
Tar/Puff, mg	2.1			2.1		
pH	5.38	0.031	3	5.38	0.034	3
MA CO, mg/cigt.	24.0	0.86	20	21.1	0.82	20
Filter						
Tipping Paper Length, mm	31.0	0.15	20	31.0	0.16	20
Ventilation, %	23	3.7	100	24	3.8	100
Filler						
Tobacco Weight, g	0.672	0.0037	3	0.650	0.0042	3
MA Nicotine, mg/cigt.	13.40	0.261	3	12.72	0.245	3

Notations:

ML6 - MARLBORO LIGHTS KING SIZE 20'S (SP)
ML6MB - MARLBORO LIGHTS MENTHOL KING SIZE 20'S (BOX)
MR4B - MARLBORO LONG SIZE 20'S (BOX)
MRM6B - MARLBORO MEDIUM KING SIZE 20'S (BOX)

StdDev WARNING MRM6B EVENT 4.01 > Desired of 3.50

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cc: REQUESTOR ONLY

Preliminary